

# Project Management

TGIF Conference

**Team - 20:**

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# Project Objective

- To host a 3-day conference in Washington DC, within a budget of \$150,000. The conference will be attended by approximately 250 people.
- The purpose of the conference is to successfully launch the new AI application and increase the reputation of the client in the field of Artificial Intelligence.



# Project Charter

- Deliverables
- Team Formation
- Basic Requirements



# Deliverables

## Planning:

- Agenda/Content
- Location Selection

## Content (Speakers/Experts):

- Identifying
- Academia



# Deliverables

## **Partnerships/Procurement**

- Tech companies
- AI Vendors

## **Attendee Management**

- Guest List
- RSVPs
- Handouts

## **Marketing/Communications**

- Physical
  - Online
- 

# Deliverables

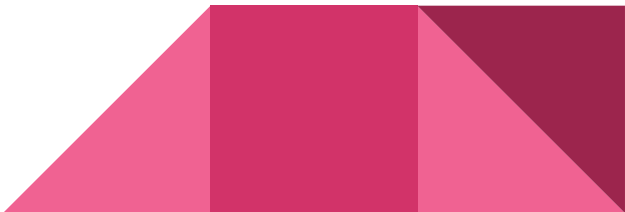
## Conference Operations

- Venue
- Security
- Technology

## Administration

- Staffing (Volunteers/Workers)
- Budget

## Project Close-Out

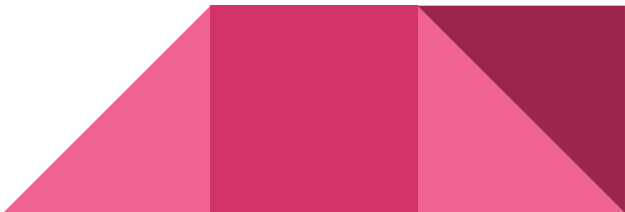


# Team Involved and their roles:

## **Marketing professional:**

- Propaganda work
- Venue selection
- Invitation for attendance
- Meeting summary

## **IT professional:**

- Meeting content
  - Equipments
  - Technical requirements
  - Material for conference
  - Speakers selection
- 

# Team Involved and their roles

## **PMO (Project Management Office):**

- Project manager
- Planning for project
- Resources Approvals

## **Finance Team:**

- Budget Planning
- Cost Tracking
- Bill Payments
- Documentation

## **Speakers**

## **Volunteering & Staff**






# Basic Requirement

1. **Budget:** \$135,202

2. **Time:**

- Project Planned Duration: 37 days
- Holding: 3 days

3. **Resources:**

- AV equipment
  - Accommodations for attendees
  - Venue
  - Catering
  - Personnel
- 

# Work Breakdown Structure

	📌	WBS	Name	Duration	Work	Type	Start	Finish	Predecessors	Resource Names	Cost	Notes
1		1	📁TGIF AI Conference	37 days?	724 hours	Fixed Units	2/5/20 8:00 AM	3/26/20 5:00 PM			\$135202.00	
2	📁	1.1	📁Planning	3 days	56 hours	Fixed Units	2/5/20 8:00 AM	2/7/20 5:00 PM			\$2780.00	Planning for...
3		1.1.1	Agenda/Content	0.5 days	8 hours	Fixed Units	2/5/20 8:00 AM	2/5/20 1:00 PM		Project Manager;Project M...	\$500.00	
4		1.1.2	Location Selection	1 day	8 hours	Fixed Units	2/5/20 8:00 AM	2/5/20 5:00 PM		Procurement Manager	\$320.00	
5		1.1.3	Speaker Strategy	1 day	8 hours	Fixed Units	2/5/20 8:00 AM	2/5/20 5:00 PM		Project Manager	\$600.00	
6		1.1.4	Attendee Strategy	1 day	8 hours	Fixed Units	2/5/20 8:00 AM	2/5/20 5:00 PM		Project Manager2	\$400.00	
7		1.1.5	Vendors/Sponsors	3 days	24 hours	Fixed Units	2/5/20 8:00 AM	2/7/20 5:00 PM		Procurement Manager	\$960.00	
8	📁	1.2	📁Content (Speakers/E	6 days	80 hours	Fixed Units	2/6/20 8:00 AM	2/13/20 5:00 PM			\$5200.00	Speaker pla...
9	📁	1.2.1	Identifying	2 days	48 hours	Fixed Duration	2/6/20 8:00 AM	2/7/20 5:00 PM			\$3200.00	Dependent ...
13	📁	1.2.2	Confirming	4 days	32 hours	Fixed Units	2/10/20 8:00 AM	2/13/20 5:00 PM	12;11;10;9	Project Manager[50%];Proj...	\$2000.00	Dependent o...
14		1.3	📁Partnerships/Procure	3 days	48 hours	Fixed Units	2/10/20 8:00 AM	2/12/20 5:00 PM			\$1920.00	
15	📁	1.3.1	Tech companies	3 days	24 hours	Fixed Units	2/10/20 8:00 AM	2/12/20 5:00 PM	7	Procurement Manager	\$960.00	Depends on ...
16		1.3.2	AI Vendors	3 days	24 hours	Fixed Units	2/10/20 8:00 AM	2/12/20 5:00 PM	7	Procurement Manager	\$960.00	
17		1.4	📁Attendee Managemen	16 days	56 hours	Fixed Units	2/6/20 8:00 AM	2/27/20 5:00 PM			\$34130.00	
18	📁	1.4.1	Guest List	5 days	40 hours	Fixed Units	2/6/20 8:00 AM	2/12/20 5:00 PM	6	Business Analyst	\$2400.00	Based on the...
19	📁	1.4.2	RSVPs	7 days	16 hours	Fixed Work	2/13/20 8:00 AM	2/21/20 5:00 PM	18;6	Marketing 1[29%]	\$480.00	Responses w...
20	📁	1.4.3	Handouts	10 days	0 hours	Fixed Units	2/6/20 8:00 AM	2/19/20 5:00 PM	6	Handouts	\$1250.00	Handouts ca...
21	📁	1.4.4	Special Needs	4 days	0 hours	Fixed Units	2/24/20 8:00 AM	2/27/20 5:00 PM	19;18	Accommodation	\$30000.00	Based on the...
22	📁	1.5	📁Marketing/Commun	32 days	180 hours	Fixed Units	2/10/20 8:00 AM	3/24/20 5:00 PM			\$6650.00	After Market...
23		1.5.1	Physical	1 day	0 hours	Fixed Units	2/10/20 8:00 AM	2/10/20 5:00 PM	7	Handouts	\$1250.00	
24		1.5.2	Online	10 days	80 hours	Fixed Units	2/10/20 8:00 AM	2/21/20 5:00 PM	7	Marketing 1[33%];Marketin...	\$2400.00	
25		1.5.3	PR	2 days	16 hours	Fixed Units	2/10/20 8:00 AM	2/11/20 5:00 PM	7	Marketing 1	\$480.00	
26		1.5.4	Press/Media	30 days	60 hours	Fixed Work	2/10/20 8:00 AM	3/20/20 5:00 PM	7	Marketing 1[25%]	\$1800.00	
27		1.5.5	Merchandise	1 day	8 hours	Fixed Units	2/10/20 8:00 AM	2/10/20 5:00 PM	7	Marketing 1	\$240.00	
28	📁	1.5.6	Feedback/Sales Anal	2 days	16 hours	Fixed Duration	3/23/20 8:00 AM	3/24/20 5:00 PM	27;26;25;24;23	Marketing 1	\$480.00	Feedback re...
29		1.6	📁Conference Operatio	18 days?	72 hours	Fixed Units	2/6/20 8:00 AM	3/2/20 5:00 PM			\$71490.00	
30	📁	1.6.1	📁Venue	15 days	0 hours	Fixed Units	2/6/20 8:00 AM	2/26/20 5:00 PM			\$68610.00	Tasks to sta...
41		1.6.2	Security	3 days	24 hours	Fixed Units	2/27/20 8:00 AM	3/2/20 5:00 PM	30	Security	\$480.00	
42		1.6.3	📁Technology	3 days?	48 hours	Fixed Units	2/27/20 8:00 AM	3/2/20 5:00 PM			\$2400.00	
45		1.7	📁Administration	30 days?	224 hours	Fixed Units	2/13/20 8:00 AM	3/25/20 5:00 PM			\$12432.00	
46	📁	1.7.1	📁Staffing (Volutneer	15 days	168 hours	Fixed Units	2/14/20 8:00 AM	3/5/20 5:00 PM			\$9872.00	Tasks depe...
55		1.7.2	📁Budget	30 days?	56 hours	Fixed Units	2/13/20 8:00 AM	3/25/20 5:00 PM			\$2560.00	
60	📁	1.8	Project Close-Out	1 day	8 hours	Fixed Units	3/26/20 8:00 AM	3/26/20 5:00 PM	2;8;14;17;22;2...	Project Manager	\$600.00	Last step in t...

# Cost Estimate Summary

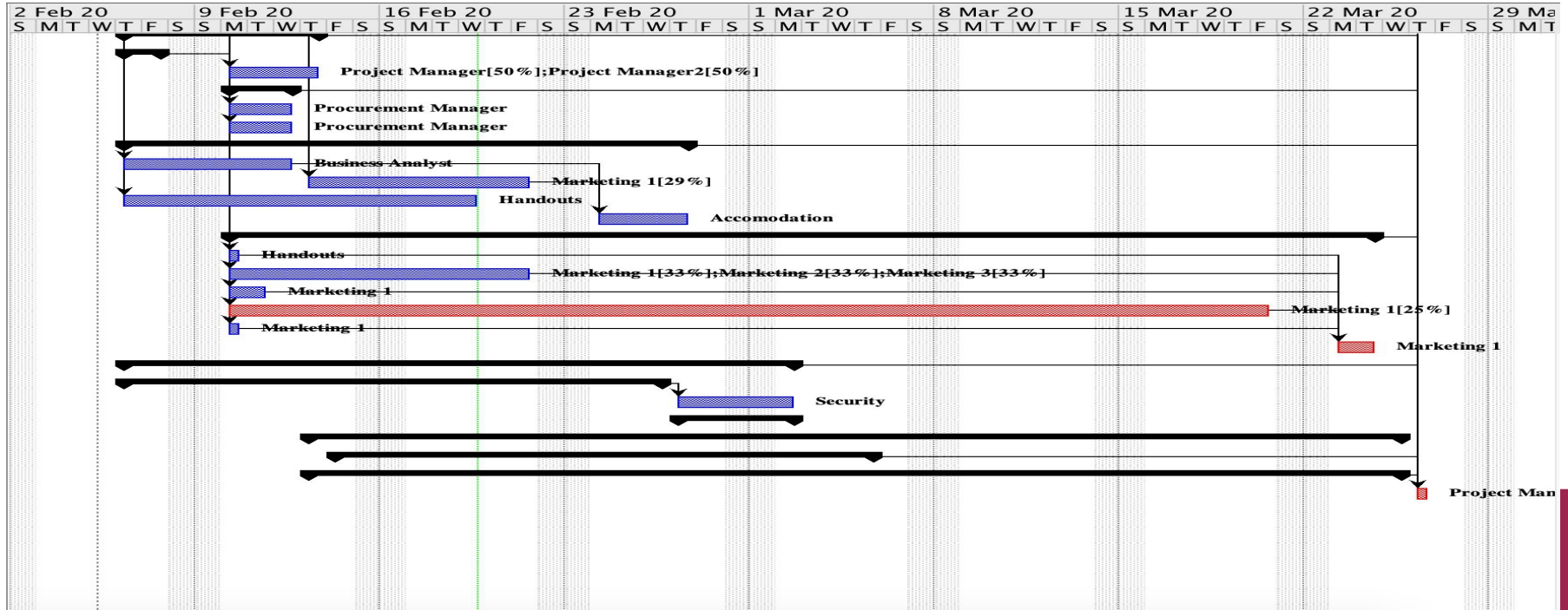
<b>Total Cost</b>	<b>\$135202</b>
Planning	\$2780
Content (Speakers/Experts)	\$5200
Partnerships/Procurement	\$1920
Attendee Management	\$34130
Marketing/Communications	\$6650
Conference Operations	\$71490
Technology	\$2400
Administration	\$12432
Project Close-Out	\$600



# Schedule Summary

<b>Total Duration</b>	<b>37 Days</b>
Planning	03 Days
Content (Speakers/Experts)	06 Days
Partnerships/Procurement	03 Days
Attendee Management	16 Days
Marketing/Communications	32 Days
Conference Operations	18 Days
Technology	03 Days
Administration	30 Days
Project Close-Out	01 Day

# Gantt Chart



# Challenges

- More than anticipated people could show up to the event.
- Workers might bail out in the last minute.
- Management of contingency funds to overcome the challenges.

